

AMENDMENTS TO THE CLAIMS

1. (Currently Amended) A distributed electronic marketing, sales and service management system enabling the creation, distribution and tracking of at least one electronic message to at least one predetermined potential customer, said system comprising:
 - a) a data storage system configured to organize and store a plurality of content, ~~selected portions of said content for insertion into the at least one electronic message~~said plurality of content comprising content of potential interest to the at least one predetermined potential customer and related to one or more predetermined topics;
 - b) a production system configured to create the at least one electronic message, said at least one electronic message ~~having a predetermined theme~~related to a predetermined topic, wherein content ~~having the predetermined theme related to the predetermined topic~~ can be retrieved from the data storage system and inserted into the at least one electronic message;
 - c) a messaging system configured to transmit the at least one electronic message to the at least one predetermined potential customer, said messaging system and the at least one predetermined customer being interconnected by at least one communication network;
 - d) a tracking system configured to collect and evaluate notifications based on interaction with the at least one electronic message by the at least one predetermined potential customer;wherein the data storage system, production system, messaging system and tracking system comprise one or more electronically interconnected computers thereby enabling electronic information transfer therebetween, and wherein the production system and messaging system are further configured to create and transmit a subsequent electronic message to the at least one predetermined potential customer, wherein second content related to for the subsequent electronic message is selected from the data storage system based at least in part on said collected and evaluated notifications ~~can be and the second content is~~ incorporated into the subsequent electronic message.
2. (Original) The distributed electronic marketing, sales and service management system according to claim 1, wherein the plurality of content within the data storage system can be

associated with one or more descriptors, wherein the data storage system can be searched for content having predetermined descriptors.

3. (Previously Presented) The distributed electronic marketing, sales and service management system according to claim 1, wherein the production system is configured to separate a previously created electronic message into component pieces, said production system configured to replace selected component pieces with content selected from the data storage system.
4. (Previously Presented) The distributed electronic marketing, sales and service management system according to claim 1, wherein the production system is configured to separate a multimedia content item into component pieces and create a semantic outline thereof, said production system further configured to present the semantic outline alongside the multimedia content item, said production system configured to modify the multimedia content item through replacement of component pieces with alternate content selected from the data storage system to produce an amended multimedia content item, said production system thereby configured to enable viewing of the amended multimedia content item simultaneously with the semantic outline for ease of amendment.
5. (Previously Presented) The distributed electronic marketing, sales and service management system according to claim 1, further comprising a targeting system configured to select the at least one predetermined customer or group of predetermined customers, wherein said selection can be made based on a predetermined criteria wherein the at least one predetermined customer or group of predetermined customers are associated with the predetermined criteria.
6. (Previously Presented) The distributed electronic marketing, sales and service management system according to claim 5, wherein said predetermined criteria enables the targeting system to organise a plurality of customers into categories, wherein the at least one

predetermined customer or group of predetermined customers can be assigned one or more categories based on notifications received by the tracking system.

7. (Previously Presented) The distributed electronic marketing, sales and service management system according to claim 1, wherein the messaging system is configured to modify a generic electronic message in order to personalize the generic electronic message for a selected predetermined potential customer, said modification enabling the tracking system to correlate notifications with the selected predetermined potential customer.
8. (Previously Presented) The distributed electronic marketing, sales and service management system according to claim 7, wherein the messaging system is configured to electronically transmit the at least one electronic message to an intermediate host, said intermediate host subsequently transmitting the at least one electronic message to the at least one predetermined customer, and said intermediate host being identified to the at least one predetermined customer as originator of the transmission of the at least one electronic message.
9. (Previously Presented) The distributed electronic marketing, sales and service management system according to claim 1, further comprising a monitoring system configured to evaluate the functionality of the distributed electronic management system, said monitoring system configured to transmit of an alarm to a system manager upon detection of a potential problem.
10. (Original) The distributed electronic marketing, sales and service management system according to claim 1, further comprising a means for transmitting correspondence to a sales representative, said correspondence resulting from notifications received by the tracking system, said correspondence transmitted to the sales representative upon receipt of signal from the tracking system, thereby providing a means for the sales representative to timely respond to a request from the at least one predetermined customer.

11. (Original) The distributed electronic marketing, sales and service management system according to claim 10, wherein the correspondence is a SMS or cellular telephone call.
12. (Original) The distributed electronic marketing, sales and service management system according to claim 1, further comprising a data replication system enabling data transfers from a first database to a second database, wherein the first and second databases are each protected by a firewall type system.
13. (Currently Amended) A method for the creation, distribution and tracking of at least one electronic message to at least one predetermined potential customer, said method using a system of one or more electronically interconnected computers to implement steps thereof, said method comprising the steps of:
 - a) organizing and storing a plurality of content using one or more of said system of computers, ~~selected portions of said content for insertion into the at least one electronic messages~~said plurality of content comprising content of potential interest to the at least one predetermined potential customer and related to one or more predetermined topics;
 - b) creating the at least one electronic message using one or more of said system of computers, said at least one electronic message ~~having a predetermined theme~~related to a predetermined topic, wherein content ~~having the predetermined theme~~related to the predetermined topic can be retrieved from data storage and inserted into the at least one electronic message;
 - c) transmitting the at least one electronic message to the at least one predetermined potential customer using one or more of said system of computers;
 - d) collecting and evaluating, using one or more of said system of computers, notifications based on interaction with the at least one electronic message by the at least one predetermined potential customer;
 - e) creating and transmitting, using one or more of said system of computers, a subsequent electronic message to the at least one predetermined potential customer, wherein second content related to for the subsequent electronic message is selected from data storage based

at least in part on said collected and evaluated notifications ~~can be~~ and the second content is incorporated into the subsequent electronic message.

14. (Original) The method according to claim 13, wherein prior to the step of organizing and storing the plurality of content each piece of content of the plurality of content can have at least one descriptor associated therewith thereby providing a means for organizing the plurality of content.
15. (Original) The method according to claim 13, wherein the step of creating the at least one electronic message includes inserting at least one interaction point into the at least one electronic message, said interaction point including a means for transmitting notifications to a tracking system.
16. (Original) The method according to claim 13, wherein the step of collecting and evaluating notifications provides a means for determining a theme for an electronic message subsequently transmitted to the same at least one potential customer.
17. (Currently Amended) A computer program product comprising a computer readable medium having a computer program recorded thereon for execution by one or more computers to carry out a method for the creation, distribution and tracking of at least one electronic message to at least one predetermined potential customer comprising the steps of:
 - a) organizing and storing a plurality of content, ~~selected portions of said content for insertion into the at least one electronic messages~~ said plurality of content comprising content of potential interest to the at least one predetermined potential customer and related to one or more predetermined topics;
 - b) creating the at least one electronic message, said at least one electronic message ~~having a predetermined theme~~ related to a predetermined topic, wherein content ~~having the predetermined theme~~ related to the predetermined topic can be retrieved from data storage and inserted into the at least one electronic message;

- c) transmitting the at least one electronic message to the at least one predetermined potential customer;
 - d) collecting and evaluating notifications based on interaction with the at least one electronic message by the at least one predetermined potential customer;
 - e) creating and transmitting a subsequent electronic message to the at least one predetermined potential customer, wherein second content related to for the subsequent electronic message is selected from data storage based at least in part on said collected and evaluated notifications ~~can be~~ and the second content is incorporated into the subsequent electronic message.
18. (Previously Presented) The distributed electronic marketing, sales and service management system according to claim 1, wherein the production system comprises a user interface, the user interface configured to separate a multimedia content item into component pieces and create a semantic outline thereof, said user interface further configured to present the semantic outline alongside the multimedia content item, said user interface configured to modify the multimedia content item through replacement of component pieces with alternate content selected from the data storage system producing an amended multimedia content item, said production system thereby enabling viewing of the amended multimedia content item simultaneously with the semantic outline for ease of amendment.